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On Defense--

Our unity in defense must be based upon our civil liberties--freedom of speech, of religion, of petition, of press. It must be based upon a fair economic opportunity for all Americans willing to work, and the democratic way of doing things which gives every citizen whose interests are involved a chance to have his say in the formulation of policies, and to play his part in putting the policies into effect. These are ancient faiths which must be justified by works in order to achieve the national unity that is the very cornerstone of defense.

--Claude R. Wickard

TWENTY YEARS OF MARKET BROADCASTS

By E. J. (Mike) Rowell

This month the U. S. Department of Agriculture observes the 20th anniversary of market news broadcasts. Just 20 years ago, on December 15, 1920, the first market news report by radio was tapped out by "wireless" from Station NAA at the Bureau of Standards in Washington, D. C. But the difference in the method of transmission--by dot and dash instead of the voice broadcasts of today--does not detract from the importance of that event 20 years ago. It marked the beginning of an entirely new method of getting market information into the farm home; a method whereby farmers frequently receive information within a matter of minutes after prices are established on the market.

Only a few amateurs heard that first wireless message, but they were most cooperative. They not only listened carefully to each letter as it was tapped out in dots and dashes, but they made copies of the reports and turned them over to newspaper editors, county agents, and others who could assist in spreading the news.

"Q. S. T."

Out in Maryland, a few miles from Washington, a high school boy who had been studying wireless as a pastime for a year or two got this message: "Q.S.T. (Everybody listen) Daily radio market report, December 15. This daily report will give daily market prices. It is prepared by the U. S. Bureau of Markets, and released daily at 5 p.m. from the U.S. Bureau of Standards radio station...Receiving operators will please deliver reports to newspapers, county agricultural agents, farmers' organizations, shippers, and others....Estimated livestock receipts at 7 markets. Cattle 34,200; calves 5,800; hogs, 112,000; sheep, 43,800. Top prices Chicago: hogs, \$9.15; yearling steers, \$14.50...." With these words market news broadcasting was started.

In April 1921 the service was extended to three additional stations--Bellefonte, Pa., Omaha, Nebr., and St. Louis, Mo. By that time, the radio activities of the U. S. Department of Agriculture, in addition to providing market news and other agricultural information, also furnished instructions for building and operating radio sets, and mimeographed forms for the use of the wireless operators in taking down the messages. By mid-June of 1921, farmers in 31 States, covered by radio stations at Washington, D. C., St. Louis, Mo., Omaha and Elkhorn, Nebr., Cincinnati, O., and North Platte and Rock Springs Wyo., could obtain national market information the same day business was transacted.

In the 1922 yearbook of the U. S. Department of Agriculture, this modest mention of radio appeared. "As a means of getting market information to the country, radio is growing quite popular. This sort of service is still in the experimental stage but gives promise of great future development and usefulness." At this early date, Department officials began to recognize the possibilities of radio as a means of overcoming the obstacles of the existing methods of communication to rural sections.

About this time, however, many important changes were taking place in the radio industry. A thing called a "radio phone" had come into the picture. People had heard voice broadcasts and the idea aroused intense interest all over the country.

On May 19, 1921, J. K. Boyd, in charge of the fruit and vegetable market news office at Pittsburgh, provided Station KDKA with information for a regularly scheduled market broadcast, in which the voice of the sender could be heard by farmers and others. From programs by voice over one station, the broadcasting of market reports spread rapidly. In 1923, 85 stations were sending out market reports daily; in 1929, the number had increased to 110; in 1937 to 190; in 1938 to 255; in 1939 to 345; and in 1940 to over 400. And the latest estimates place at 10 million the number of country homes equipped with radios.

Many market news reporters of the Agricultural Marketing Service broadcast one or more times daily directly from their offices, giving farmers and others information on supplies, demand, and prices while the news still has real value. In other cities the market reporters send their reports to the stations by telephone and messenger. Extensive distribution of these reports direct to radio stations is also provided by the press associations. Through this arrangement, stations at some distance from the nearest market news office are able to present reports comparable with those presented by stations in the large cities.

Reports Prepared for Press Associations

The Agricultural Marketing Service's press and radio representatives in Boston, Atlanta, and Kansas City prepare special reports for regional distribution over the wires of the press associations. The United Press from Atlanta, for example, carries about 900 to 1,000 words a day covering all important farm products. This office also provides like reports to the Associated Press and to the International News Service. A similar increase in reports provided has also been noted at Boston and Kansas City.

In November 1940 arrangements were made at the request of the Florida State Marketing Bureau and several radio stations in that State to provide information on Florida products being sold on the leading eastern markets. This information is now compiled by the market news reporters in New York and is transmitted over the Service's leased wires to Atlanta. There it is turned over to the press association and sent by them to stations in Florida where it is promptly put on the air. Thousands of Florida farmers thus learn of the prices for Florida products at New York hours earlier than was previously possible.

A new type of broadcast--the early morning program--has been well received in the New York area where it has been tried experimentally for the past two seasons. A broadcast is on the air at 6:30 each morning from station WOR, New York, and covers trading during the previous three

or four hours. This report makes it possible for farmers within 200 miles of New York City to know, at 6:30 a. m., of the supplies, prices, and market conditions that prevailed up to 6 o'clock that morning on the New York market.

Another kind of broadcast, the so-called "consumer broadcast," is aimed directly at homemakers. On such a program, the market reporter covers daily developments on the wholesale markets that will help the homemaker to obtain the most economical buys and to add variety to her menus. Production, shipment, and unload figures are all used from time to time, but such data simply provide an interesting background before which is displayed the products in heavy supply or news items about new products on the market. Such broadcasts are now being presented over a network of New England stations and from Cleveland, Cincinnati, and Kansas City.

The U. S. Department of Agriculture's portion of the National Farm and Home Hour (12:30-1:15 EST) on Monday, December 16, told of the changes that have taken place in marketing methods and the growth in the use of radio the past 20 years. Significantly enough, that program was carried by 85 stations.

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OHIO DIRECTOR OF AGRICULTURE DISCUSSES BENEFITS OF FEDERAL-STATE EGG GRADING

"One result of the Federal-State egg grading program has been to recover Ohio egg and poultry markets for Ohio producers at prices averaging one and one-half cents above the New York Market," says John T. Brown, Director of Agriculture in Ohio.

Since the Ohio Department of Agriculture adopted the United States grades for eggs and poultry and furnished the grading service at cost to the poultry industry, Mr. Brown states, a steady increase has been noted in the volume of eggs and poultry graded. Ohio prices to the producer for standardized quality eggs are now approximately 10 cents higher, compared with the New York market, than they were before the egg grading program was begun. Previously there was no reward to the Ohio producer who met the quality standards demanded by the consumer.

Director Brown's analysis of Federal-State egg grading appears in "Agriculture in Ohio," a publication of the Ohio Department of Agriculture, Columbus, Ohio.

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A total of more than 160,000 tons of New Jersey tomatoes were used by canneries of the State during the 1940 season for juice, canned tomatoes, soup, ketchup, and similar processed foods, a recent survey by the State Department of Agriculture shows.

SMOKED POULTRY LOOMS AS NEW FARM-PRODUCED FOOD

Farm-smoked poultry is a brand new way to use home-produced chickens, turkeys, ducks, and guineas as a tasty table food. The introduction of a special sugar-curing salt with wood smoke added has paved the way for greater home production of this commodity. The new salt takes care of the smoking job in one simple operation and eliminates the relatively bothersome smoke house from the poultry smoking picture, particularly for the farmer who has only a few birds to treat.

Birds are killed and dressed in the usual way. They are thoroughly cleaned, inside and out, with cold water and then chilled. Brine used in the smoking process is made by adding two pounds of the special poultry smoking salt to each gallon of boiling water. The mixture is stirred well to dissolve the salt completely, but the mixture is not boiled once the salt is added. As soon as the brine has cooled off, it is strained through a cloth and further cooled down to about 40 degrees. The cleaned dressed birds are placed in stoneware crocks and completely covered with the brine.

Storage of the brine-covered carcasses is best in a room having a temperature of about 40 degrees. Chickens and smaller birds weighing not more than 12 pounds are kept in the brine for a week. Larger birds stay in the solution an extra day for each three pounds of weight above 12 pounds. Following the smoking treatment, poultry carcasses are rinsed off, wiped dry, and placed in a cool room on hooks. For best results, the smoked poultry is wrapped in wax paper. The treated carcasses should be used within a week or two. They are soaked in cold water before cooking to remove some of the salt. To avoid salty meat, smoked birds being roasted are placed on racks and are not basted with their juices.

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3 CONTRACT MARKETS DESIGNATED UNDER COMMODITY EXCHANGE ACT AMENDMENT

Secretary of Agriculture Claude R. Wickard has designated three commodity exchanges--the Chicago Board of Trade, the New York Produce Exchange, and the New Orleans Cotton Exchange--as contract markets authorized to conduct trading in futures in the commodities named in the Pace amendment to the Commodity Exchange Act.

The Pace amendment, which became effective December 8, 1940, places futures trading in all fats and oils (including lard, tallow, cottonseed oil, peanut oil, and soybean oil), cottonseed meal, cottonseed, peanuts, soybeans, and soybean meal under the jurisdiction of the Commodity Exchange Administration. Futures trading is not at present conducted in all of the commodities, but trading during the past fiscal year on those listed by exchanges had an estimated value of over 400 million dollars.

ARE GRADES FOR CANNED FOODS
OF ASSISTANCE TO CONSUMERS?

.....By C. W. Kitchen

The secretary of a leading canners' trade association, commenting on the labeling of canned food products not so long ago, is reported to have made this statement: "A legend like 'Grade A' is of little help (to consumers) because it represents nothing more than somebody's arbitrary standard of quality." The author of that summation of grade labeling, if he cared to follow the same line of reasoning a little further, could say with equal conviction: "A legend like 'one mile' is of little help to the motorist because the mile is only somebody's arbitrary standard of distance."

The unit of measure for quality--the grade--is actually no more arbitrary than any other standard. In one sense, any standards, by whomever established, might be considered to be arbitrary. The important point is whether the standard is sufficiently definite and constant to provide an adequate basis for comparison. For years the canning industry has used grades in wholesale trading, but such grades have never been carried through to consumers. The grades developed by the Department of Agriculture, however, provide consumers with a basis for comparing different degrees of quality.

Called "A-B-C Grades"

It is interesting to note that the authority to establish standards for canned fruits and vegetables was given to the Department by Congress largely as a result of demands by dealers in canned foods and by consumer groups rather than from any insistence on the part of the Department to extend its standardization work to new fields. Under its authorization, which became effective in July 1931, the Department of Agriculture, first through the Bureau of Agricultural Economics and later through the Agricultural Marketing Service began to define the grades. Called "A-B-C grades," they have now been established for 35 canned products.

The authorization did not specify the manner in which standards for canned fruits and vegetables were to be developed but the Agricultural Marketing Service follows a policy of seeking advice from all interested groups. Botanists, men who are familiar with the scientific side of fruits and vegetables, are consulted first. Then farmers, dealers, and canners are requested to express an opinion. The preferences and prejudices of consumers are taken into account. With the evidence all in, the grades are set up in tentative form, the tentative grades allowing for a testing period in order that any defects brought to light can be corrected and the grades strengthened. At the end of the testing and revision period the grades are officially promulgated for permissive use. In the formulation of such standards, the Department of Agriculture has merely functioned as a research agency.

The grades, once established, describe within rather narrow limits the respective segments of the quality scale. But being permissive, the grades as finally promulgated must also be compatible with the needs of canners, distributors, and consumers or they will be rejected at once as unusable.

Far from rejecting the grades, more and more consumers are finding them a valuable guide in the identification of quality in canned food products. The homemaker has learned through experience that if the label on the can carries no definite information as to the quality of the contents, she must purchase by guess. For the true character of such products is concealed by the container, as contrasted with fresh fruits and vegetables, the quality of which can usually be appraised at a glance.

Brand names can also be confusing to consumers. Such names as "Triple-Extra," "Superfine," and "Superb"--all of which give the impression of high quality--may actually be the canner's name for Grade C products. There are thousands of brand names on canned California clingstone peaches. Yet, every brand the average consumer sees represents one of 4 grades--A,B,C, and Below Standard. Such a large number of brand names becomes a hindrance rather than a help to the consumer in selecting canned food products.

"Informative Labeling" Suggested

As one way out of the difficulty the canners' association recommends what is known as "informative labeling." The secretary of the association says, in effect: "To know that a can of peaches contains six peeled halves of yellow freestones canned in peach juice with spice added is something practical. A term like 'protein derivative' is of no value to Mrs. Consumer unless it is explained as a type of artificial flavoring. Number of cupfuls or servings in a can is more informative to the cook than the number of ounces avoirdupois, net weight."

The Agricultural Marketing Service feels that such information is valuable and should be used in conjunction with the A-B-C grade terms. As far back as 1934 the following recommendation was made by the Department. "Information indicating style of pack, variety, color, range of count of pieces or units, the number of servings, and any other information appropriate for the product should accompany the statement of grade. For example, the labels of canned peas should accurately convey to the buyer the size to be expected in the can; if vacuum packed, the label should so state; the number of servings should be indicated; and the type of peas--whether of the early- or late-maturing varieties. Salt and sugar are commonly employed in packing many commodities and frequently a statement as to their presence is distinctly helpful, particularly to consumers who must bear in mind dietetic considerations when buying food." These recommendations, obviously, do not conflict with those of the association; and it has been noted that a number of canners are including such information on the labels.

Informative Labeling Plus Grade Labeling

But the Service also believes that the simple A-B-C nomenclature, when shown on the labels, is the best guide to the homemaker when she purchases canned fruits and vegetables. Once she has learned the significance of these simple terms she is able to obtain the quality that suits her particular purpose. The grades are easily learned.

Grade C is good quality, wholesome food. In this grade a large percentage of all canned foods is found, though the raw products used may not be so carefully selected as to size, color, and maturity as in the higher grades. Products of this grade ought to sell at cheaper prices than products of the higher grades, but the food is just as nutritious.

In Grade B will be found vegetables that are more succulent than those in Grade C. Moreover, the fruit is better selected as to color, size, and maturity. Consumers find products of this grade to be very satisfactory for general household purposes.

Only the finest products may bear the term "Grade A." The fruits and vegetables are very carefully selected as to size, color, and maturity. But not a large proportion of canned products, incidentally, are able to meet the requirements of this grade.

Different factors are involved for each commodity. For example, the grade of peas is ascertained chiefly by considering five factors: clearness of liquor surrounding the peas, uniformity of size and color of the peas, freedom from defects, tenderness and maturity, and flavor. In grading fruits the usual considerations are color, uniformity of size, freedom from defects, character of fruit, and flavor. An interesting difference in grading fruits and vegetables exists in that the young, tender, most succulent, immature vegetables usually grade highest, while the fully mature but not overripe fruits are usually most desirable.

Cans Must Be Correctly Labeled

The homemaker has the assurance of the canner that fruits and vegetables bearing grade designations such as "Grade A" or "Fancy" are of the grade claimed. The responsibility for the accuracy of the grade designations thus falls on the canner under existing law. If goods are not of the grade claimed, they are subject to seizure for misbranding under the United States Food, Drug, and Cosmetic Act.

Foods packed under the continuous inspection project of the Agricultural Marketing Service carry the prefix "U.S." before the grade name, such as "U. S. Grade A." The grade is officially certified, and additional safeguard to the consumer made possible by the care with which Federal inspectors observe each step in the canning process. The continuous inspection service at the present time is being conducted as an

experiment in cooperation with five firms--one in New York, one in Michigan, one in Florida, and two in California.

But whether consumers purchase goods labeled "Grade A" or "U. S. Grade A," they have a reliable index of quality that has taken the guesswork out of buying. The steadily increasing number of homemakers who are asking for such products is evidence enough that "legends like Grade A" have been extremely helpful to consumers.

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HEARING ON PROPOSED IDAHO-OREGON POTATO MARKETING PLAN SCHEDULED

The Surplus Marketing Administration announced recently that sessions of a public hearing on a proposed Federal marketing agreement program for Irish potatoes grown in designated counties of Idaho, and in Malheur County, Oregon, will open at 9:30 a.m., M.T., December 19, 1940, at Idaho Falls, Idaho, and 9:30 a.m., M.T., December 21, 1940, at Twin Falls, Idaho. The proposed marketing program would regulate interstate shipments of potatoes by grades and sizes, establish an administrative committee of five producers and three handlers to administer the program, assess handlers to defray authorized administration expenses, and to provide for handler reports on shipments of potatoes.

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CONSUMER BROADCASTS URGED TO STRENGTHEN HUMAN DEFENSES

A program for strengthening the nation's human defenses by making food market information available to household buyers through market news broadcasts was recently outlined by Miss Harriet Elliott, consumer protection head in the Defense Committee. Miss Elliott has been assured the cooperation of the radio industry by Neville Miller, president of the National Association of Broadcasters. (See page 3)

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FEDERAL LAW DEMANDS "TRUTH IN FABRICS"

Seven months hence a Federal act, already popularly captioned "Truth in Fabrics," will become the law of the land. Effective June 14, 1941, manufacturers of all woolen goods, except carpets, rugs, mats, and upholsteries, will be required to stamp, tag, or label their product to show the proportion of the types of wool as well as the content, other than wool, in it. The bill, which culminated a 35-year effort by the National Wool Growers Association for "truth in fabrics," is comparable in its scope to the enactment of the Pure Food Law.

COLOR'S PLACE IN COMMERCE,
INDUSTRY, AND AGRICULTURE

.....By Dorothy Nickerson

Mary Ellen's dinner party had been a great success. And thinking about it later on, she decided that her new blue gown had had a whole lot to do with it. For everybody had told her how nice she looked in blue. How that color made her blonde skin look clear and her blue eyes deep. Mary Ellen, for the twentieth time, was glad that she had selected blue--especially that particular shade of blue.

This story of the blue gown has a point, of course. Mary Ellen is one of those fortunate people who have the knack of knowing just what color to select. Some are born with this "artistic" sense, others learn from experience. and a few are taught sound laws of color harmony and are clever enough to apply them properly. As a general rule, the problem is simply one of knowing how to handle colors--particularly complementary colors that enhance each other.

Therefore, with a skin that tends to be yellowish, great care must be taken to avoid deep and medium purple-blues that bring out all the undesirable yellow of the skin. Nor should one with such skin coloring dress in tans, taupes, or drab beige; these would make one seem all-of-a-piece, in a single color. Instead, with such skin coloring, blues that tend toward the green and thus complement any natural pinkness of the skin would be better, or tans and beiges that tend to have a rosy cast.

An Experiment In Color Complements

A person can easily determine the complement of a particular color by making a simple experiment. This is done by having somebody hold a sample of the color about 4 inches or more in diameter against a large white card. If the sample is quickly removed after staring at it fixedly for several seconds, and one continues to stare at the white card, the complement of the color will appear in the place where the sample was held. But the complement will vary according to the illumination used. If the experiment is made under daylight illumination, the daylight complement will be seen; if under a tungsten light, the complement will be modified by the yellow color of the electric lamp.

But hues alone, whether they are complementaries that bring out contrast or monotonies or analogous color schemes that bring out the sameness of colors, can be only part of the story. The use of the lightness quality of color and of the intensity element can also make or ruin a color scheme, even when the hues have been most carefully selected.

White-black provides the extreme of lightness contrast, while grays regularly stepped in small lightness differences provide a sameness that may be most pleasing when strong contrast is not desirable.

Strong colors against weak ones provide contrast in color intensity. And area! A small spot of highly contrasting color used just right can make a costume, while the same color used in larger areas can ruin it.

Probably the greatest contrast in lightness would be a large block of magnesium carbonate in the center of the opening to a deep cave. For magnesium carbonate is one of the whitest substances known, even whiter than snow. It and magnesium oxide are quite generally used as the standard white in color-measuring instruments. And at least one instrument is built in which an opening in a black velvet-lined box serves as a standard black.

Color Used Commercially

The merchandising value of color has long been recognized, the consumer often identifying packaged goods by their familiar color and shape before reading the label. In a recent article, a well-known industrial color consultant tells of redesigning many consumer packages by reducing the total number of colors but keeping and employing the important colors on each package. He says that the colors for one brand of linoleum were cut from 20 to 30 to 5 or 6 with very good results.

Money can often be lost because the color of the article—from automobiles to kitchen equipment—seems undesirable to the consumer. And commercial color consultants, people who make a business of knowing all about color trends, forecast through the use of sampling methods the colors that will be the most saleable in a given article by the time it is ready to be put on the market. At PEDAC, the Permanent Exhibition of Decoration, Architecture, and Craftmanship, open to the public in the International Building of Rockefeller Center in New York City, there are about 600 visitors going through each day to see and to hear what is new in the American home. As guests of Rockefeller Center, each visitor is free to wander about two floors of exhibits.

Because visitors come from all over the country and represent for the most part adults interested in home furnishings, a poll of their color preferences for specific home uses is sometimes a part of the program. For example, the visitor may be asked, on leaving, to look over an exhibit of color chips, arranged in ordered sequence, and to pick out a chip of the color he now has on his kitchen wall and a chip of the color he would like to use when he repaints. These chips are dropped into two boxes, one marked "I have," the other "I want." Mr. Frederic H. Rahr, color consultant for PEDAC, says that by such methods they have been able to learn, 18 months in advance of market action, what colors would be most sought in home furnishings in stores as far away from New York City as Portland, Oreg.

Agriculturally speaking, small boys might save themselves many a stomachache if they were more sensitive to the color of fruit, especially apples. And no homemaker buys fruits, vegetables, meats, or even flour without judging the quality by its color. This may be an unconscious

judgment; she may never realize that it is the slight color difference that makes her select one piece of beef as of better quality than another. But consciously or subconsciously, color plays a real part in consumer grading of agricultural products..

It is natural, therefore, that commercial and Government grading problems should include color and that its measurement should be important in laboratories where specifications for grade standards are developed.

One of the first requirements in such a laboratory is that workers must be able to distinguish colors. Of course, if a worker is color blind but uses an instrument by which he can tell what the color is--O.K. But if he uses an instrument that has no ability of itself to provide a color answer--and this is usually the case--then he must have normal color vision.

This matter is really important, for in our general population one out of about every twenty men does not have normal color vision. "Color blindness" is actually a misnomer, for only the blind can be color blind, and only one out of the many thousands is blind to every hue. But many men and a few women are insensitive by varying degrees to red and green. Because they are insensitive to those wavelengths of light that are in the red and green parts of the spectrum, it means that practically all colors, not merely reds and greens, appear different to the color blind. That is because practically all the colors that we associate with objects are caused by a mixture of wavelengths from every part of the spectrum. In other words, an object called "red" does not reflect just the wavelengths in the red part of the spectrum; it also reflects quite a bit of those wavelengths in the orange and yellow sections, and some in the green and blue arts. Yellows and blues are reasonably constant, however, and can generally be recognized by the red-green color blind, though there is no way of telling that those colors appear the same to him as to the normal person. Still, he can usually distinguish them and sort them in very good order if the blue is not too green.

More Men Than Women Are Color Blind

Many more men are color blind than women and it is an inherited trait. The condition is transmitted, following the laws of Mendel, from father through daughter to grandson. A woman is color blind much less often than a man because there must be color blindness in the families of both parents for the condition to be transmitted to instead of through her. Persons may be completely unaware of the fact that they are color blind. The use of red and green traffic lights has made the general public more conscious of this matter in the last few years, but railroad and navy personnel have been very much aware of it for many years. No railroad engineer, no naval or signal corps man, and no pilot of an airplane could possibly qualify for his job if he were color blind, even slightly. Often, many lives depend upon instant recognition of color.

To a lesser extent, men who are concerned with the grading of products in which color is important must have normal color vision particularly if red or green must be recognized. In the Agricultural Marketing Service there are many men whose eye for color must be keen, especially in the grading of cotton, hay, rosin, fresh and processed fruits and vegetables, meats, dairy products, eggs, and poultry. In the laboratories dealing with many of these products, color measurement is a regular part of the day's work.

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COLUMBIA RIVER IRRIGATION PROJECT INTRODUCES MANY MARKETING PROBLEMS

A million and a quarter acres of irrigable land will be brought into production by the Columbia River Irrigation Project during the next two decades. Here the soil and climate are suited to a wide variety of crop and livestock enterprises. Some of the production will be consumed by the population in the area, part will find a regional outlet, and the remainder will move to national markets.

The development of this great section introduces a number of difficult marketing problems, however. Which agricultural products might be marketed to the best advantage, and therefore should be stressed in the farming program? What marketing systems and facilities should be developed in the area for the assembling, processing, and distribution of these products? Where should such facilities be located during the first few years when only scattered sections will be irrigated?

In cooperation with other Federal and State agencies, the Bureau of Agricultural Economics has started to work on these and other problems connected with farm-product marketing in the new project.

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Cash income from farm marketings and Government payments in October amounted to 1,125 million dollars, compared with the revised estimate of 908 million dollars for September, and 1,042 million dollars in October 1939. The increase in income from farm marketings from September to October this year was somewhat larger than usual as income from cotton, tobacco, and meat animals increased much more than seasonally from September to October. Government payments in October amounted to 76 million dollars compared with 54 million in September and 82 million in October last year.

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The term "spud," once a popular equivalent of "potato," is said to have originated from the initials of a dietetical society, now inactive, called the Society for the Prevention of Unwholesome Diet.

Free classing and market news services for groups of cotton farmers organized to promote the improvement of their cotton is a relatively new development. Authorized by Congress in 1937, work under the so-called Smith-Doxey Act was placed in operation during the 1938 season. The idea was popular with cotton growers right from the start and each year has seen an increase in the number of groups approved for the services. "Marketing Activities" has asked Mr. Lanham for statistics on the 1940-41 season.

MEMBERS OF 1,573 COTTON GROUPS
ELIGIBLE FOR FREE CLASSING SERVICE

. By W. B. Lanham

Materially exceeding the expectation of officials in charge of the work that about 1,100 eligible groups would apply this season for free classing of their 1940 cotton, members of 1573 organized cotton improvement groups have become eligible for the service. Last season, 918 groups were approved and the year before--the first in which the service was available--311 groups were approved. Organizations participating this season represent almost double the number of farmer-members in groups approved for the 1939-40 program, 128,216 members in 1940 compared with 64,399 last season.

Their combined cotton plantings--4,108,516 acres--total more than double the 1,945,301 acres planted to cotton by members of groups approved for last season's free classing. Their acreage of 1940 cotton represents 16.4 percent of this year's total for the United States.

By States, the acreage proportions vary widely. In the States east of the Mississippi River, percentages of total plantings belonging to members of approved groups range this year from 1.2 percent in Tennessee to 11.2 percent in Alabama. The proportions in States west of the Mississippi range from 10.1 percent of the total 1940 acreage in Louisiana to 99.6 percent of New Mexico's 1940 cotton plantings. Members of groups approved this year for the free classing had two-thirds of the cotton planted in Arizona and California and between one-fifth and one-fourth of plantings in Texas and Oklahoma.

During the first two seasons in which free classing was provided, many groups failed to submit samples of all cotton ginned. It appears that groups approved this season, the third in which the service has been available, have made a real effort to submit samples from all bales ginned. This effort has shown in the records of classing by the several offices of the Agricultural Marketing Service. To December 1, samples representing more than 1,300,000 bales were classed for members of the approved groups. The class on any of these bales is acceptable for loan purposes.

Plans for the 1940 classing anticipated a material increase over last season in the number of samples submitted. All cotton classing offices of the Agricultural Marketing Service were arranged and manned to provide for one-day service to members of approved groups. It appears that the classing offices have been able to supply one-day service despite the large volume of classing handled. With but few exceptions, samples received prior to 1:00 p. m. have been classed in time to permit mailing Form 1 grade and staple certificates to growers the same day their samples were received.

Both members of approved groups and group representatives appear to be better informed this year as to their responsibility for drawing samples, properly identifying them, and making shipment to the classing offices than has been the case during the two previous seasons.

Figures as to membership, number of approved groups, and acreages represented are given for individual States in the following table:

Groups Organized For Cotton Improvement
Eligible For Free Classing and Market News
By States, 1939 and 1940

| State | Groups | | Members | | Acreage Planted To All Varieties | | Acreage Planted By Groups As Percentage of Total ¹ | |
|-----------|--------|-------|---------|---------|--|-----------|--|---------|
| | 1939 | 1940 | 1939 | 1940 | 1939 | 1940 | 1939 | 1940 |
| | No. | No. | No. | No. | Acres | Acres | Percent | Percent |
| Ala. | 93 | 170 | 6,026 | 13,068 | 98,844 | 234,185 | 4.7 | 11.2 |
| Ariz. | 27 | 41 | 337 | 1,200 | 46,446 | 154,812 | 25.8 | 68.2 |
| Ark. | 90 | 103 | 4,997 | 6,326 | 92,547 | 125,891 | 4.2 | 5.8 |
| Calif. | 14 | 22 | 1,409 | 4,170 | 112,150 | 244,473 | 33.6 | 64.6 |
| Fla. | 10 | 20 | 242 | 357 | 2,993 | 6,533 | 3.8 | 8.9 |
| Ga. | 76 | 129 | 5,984 | 10,321 | 118,300 | 196,399 | 5.7 | 9.8 |
| La. | 31 | 50 | 1,444 | 5,301 | 36,632 | 120,679 | 3.2 | 10.1 |
| Miss. | 76 | 124 | 11,455 | 13,596 | 131,980 | 229,772 | 5.0 | 8.6 |
| Mo. | 9 | 15 | 320 | 1,115 | 14,689 | 49,943 | 3.9 | 12.6 |
| New Mex. | 23 | 26 | 2,482 | 3,201 | 92,128 | 108,529 | 93.1 | 99.6 |
| N. C. | 55 | 87 | 3,434 | 4,846 | 50,771 | 81,143 | 6.5 | 9.8 |
| Okla. | 108 | 139 | 9,962 | 15,436 | 358,328 | 457,936 | 19.3 | 23.7 |
| S. C. | 10 | 53 | 474 | 4,908 | 10,416 | 73,022 | .8 | 5.7 |
| Tenn. | 8 | 12 | 257 | 653 | 5,146 | 9,264 | .7 | 1.2 |
| Texas | 287 | 581 | 15,544 | 43,492 | 770,371 | 2,013,478 | 8.6 | 22.5 |
| Va. | -- | 1 | -- | 226 | -- | 2,457 | -- | 7.9 |
| All other | 1 | -- | 32 | -- | 3,560 | -- | 16.2 | -- |
| Total | 918 | 1,573 | 64,399 | 128,216 | 1,945,301 | 4,108,516 | 7.9 | 16.4 |

¹Acreage of all varieties planted by group members divided by the total acreage planted in each State and in the United States.

SAYS WAR ACCELERATES LONG-RANGE DECLINE IN AGRICULTURAL EXPORTS

Freedom of trade in the old sense will not return in our time, whatever the outcome of the present war, Eric Englund, Assistant Chief of the Bureau of Agricultural Economics, told delegates to the American Society of Agronomy meeting in Chicago, December 6. Drastic curtailment in farm exports since this war began represents an accelerated state of a trend that has been well under way for many years, he pointed out. "In the future, fully as much as in the past," Englund declared, "we shall have with us such problems as too much cotton for our foreign market outlets and too large an exportable surplus of wheat and lard."

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ITALIAN AGRICULTURAL SUPPLIES JEOPARDIZED BY WAR AND BLOCKADE

Despite the drive for economic self-sufficiency, Italy may have to go without many vital foodstuffs and agricultural raw materials if the war and the British blockade of the Mediterranean continue throughout the winter, according to a study appearing in the November issue of Foreign Agriculture. The study, "Italian Agriculture under Fascism and War," was prepared by Dr. N. William Hazen, the Department's specialist on Mediterranean agriculture.

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FIELD TESTS ON SEQUOIA POTATO SHOW GOOD RESULTS

The Sequoia potato, long growing, sturdy, and large like its namesake, the California redwood tree, looks like a fit partner for the Green Mountain potato, the University of New Hampshire reports. University agronomists received one of a hundred samples of Sequoia seed distributed last spring by the horticultural department of North Carolina State College, originators of the new variety. Planted June 1, in alternate rows in the same field with Green Mountains, the Sequoias as well as the Green Mountains were still green and growing after the first light frosts this fall. Due to the late planting date, the vines were still trying to grow as late as October 5, when the potatoes were harvested.

The Sequoias, with a per-acre yield of 466 bushels, outyielded the Green Mountains in adjacent rows by 76 bushels. Partly due to immaturity at digging time, the quality as measured by the specific gravity test was 86, or good, as compared with 96, or excellent, for the Green Mountains, which are considered tops for cooking value. Cooking quality of 86, however, is better than the quality recorded for any other relatively new potato variety being tested in New Hampshire.

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SEED OATS FOR THE SOUTHEAST SEIZED BECAUSE MISLABELED

Four shipments of seed oats destined for purchase and planting by farmers in the Southeast have been taken off the market for being misbranded in violation of the Federal Seed Act. The misbranded seed--112 bags--was seized at Kinston and Tarboro, N.C. The bags were labeled "Fulghum Oats," a variety suitable for fall planting in the Southeast. The seed was found, however, to be of the Columbia variety, a spring variety of oats not suitable for fall planting.

The seed was shipped by truck from Jarratt, Va., by S. F. Ware & Co., of Goldsboro, N. C. Seized upon order of the Federal Court, the seed must be destroyed unless a claimant files a bond in Federal Court before a specified time and providing that the seed will not be sold contrary to law. The Federal Seed Act, which became effective on February 5, 1940, requires that seed shipped in interstate commerce for seeding purposes be completely and truthfully labeled as well as truthfully advertised.

The recommendation for seizure was made by the Agricultural Marketing Service on the basis of facts obtained in cooperation with officials of the North Carolina State Department of Agriculture.

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CONSUMER OPINION SURVEY EXPECTED TO THROW LIGHT ON GRADE LABELING

Consumers will get a chance to tell what they think of grade-labeled canned foods during the next few months. At selected retail food stores throughout the country, consumers who purchase Government grade-labeled canned foods will be handed a questionnaire. Through the information obtained from these questionnaires, as well as from other sources, the Agricultural Marketing Service hopes to determine the kind of canned food products consumers buy, and whether the homemaker was satisfied with the quality of Government-graded canned products and would purchase them again. To be conducted in cooperation with several universities, the proposed survey will be directed by Dr. Alice B. Edwards, formerly Executive Secretary of the American Home Economics Association.

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The production of manufactured dairy products during 1939, in terms of whole milk equivalents, was slightly below the peak year of 1938. Preliminary information indicates a combined 1939 output with an estimated whole milk equivalent of about 51,230 million pounds, approximately 1 percent less than in 1938. Production as usual, was heavier in June than in any other month and lightest in November. The preliminary report is to be supplemented by a more detailed report in March 1941.

DEPARTMENT ECONOMISTS MAKE
REPORT ON FOOD STAMP PLAN

The Food Stamp Plan has the double purpose of raising farm income and improving the dietary standards of low-income consumers. That this purpose has been accomplished to a large degree is shown by an "Economic Analysis of the Food Stamp Plan," a special report of the Bureau of Agricultural Economics and the Surplus Marketing Administration. The authors of the report are Norman Leon Gold, A. C. Hoffman, and Frederick V. Waugh.

Reporting on farm income, the study shows how the plan diverts a part of the supply of most farm commodities from one group of consumers to another without any large immediate increase in the total supply marketed or in the total marketing bill. If the total supply of the commodity is fixed and if there is no increase in unit margins with the increase in prices, all of the increase in consumers' expenditures goes to the farmer, regardless of how small his share of the consumer's dollar may be. In the long run, operation of the Food Stamp Plan on a national scale should make possible increased total production as well as higher prices for farm products.

The plan has also helped low-income consumers. In August and September 1939, the Bureau of Home Economics conducted a study among 1,500 families in Dayton, Ohio, to discover what differences exist in the content and nutritive value of diets of families participating in the Food Stamp Plan as compared with those of their low-income neighbors not included in this plan. The study showed that the significant differences in the content of diet of participants and nonparticipants were due to the higher consumption of eggs, butter, and fruit by participants, with a tendency toward slightly higher consumption of practically every item on the surplus list and of each major class of food. The nutritive value of the diets of participants was significantly higher than that of nonparticipants for vitamin A and vitamin C and was more generous in every nutrient considered. The diets of participants and nonparticipants both needed reinforcement in calcium.

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ANNUAL REPORT ON TOBACCO
STATISTICS NOW AVAILABLE

The 1940 "Annual Report on Tobacco Statistics," recently issued by the Agricultural Marketing Service, presents a broad and comprehensive coverage of tobacco data. The tables are based on material collected by the Department of Agriculture, the Department of Commerce, the Bureau of Internal Revenue, the Bureau of Labor Statistics, and other official sources in this country and abroad. The report covers acreage, production, farm value, prices, sales, stocks, consumption, international trade, tariffs, taxes, and State acreage allotments.

-PERTAINING TO MARKETING-

The following publications, issued during November, may be obtained upon request to the Agricultural Marketing Service, Washington, D. C.

Annual Report on Tobacco Statistics, 1940 (see page 19)

Income from Sweetpotatoes, 1910-39....By Gustave Burmeister, Harry W. Henderson, and R. E. Johnson. One of the series of reports on Income Parity for Agriculture.

Cotton Quality Statistics, United States, 1939-40. These data on the 1939 crop include statistics showing grade and staple length of cotton ginned in each State, by ginning periods.

New Mexico Cotton . . . By Fred Daniels

Iowa Corn -- Estimated Planted Acreage, Yield and Production, by Counties, 1928, 1939 . . . By Leslie M. Carl, Floyd E. Davis, Burton R. Miller, and Robert Overton

Dairy Products Manufactured, 1939. This is a preliminary report; a more detailed and comprehensive publication will be issued in March 1941.

Monthly Sales of Principal Field Crops, 1939, with Comparisons

Market News and Production Reports on Livestock and Livestock Products (A brief description of reports issued and the location of the office from which the report may be obtained.)

Market Summaries, 1939-40 season:

Apple Summary, 1940, Martinsburg, Winchester, and Nearby Points
Marketing Florida Citrus, 1939-40 Season
Marketing Georgia Peaches, 1940 Season
Preliminary Review of the California 1940 Grape Season
The South Carolina Cucumber and Tomato Shipping Season, 1940

Standards:

Tentative U. S. Standards for Grades of Processed Sicilian Style Olives. Effective November 25, 1940.

From the Bureau of Agricultural Economics

Economic Analysis of the Food Stamp Plan (Special Report, printed.)
Utilization of Cotton and other Materials in Cordage and Twine,
By Robert B. Evans and R. J. Cheatham.
Farm Adjustments to Meet War Impacts, by Sherman E. Johnson (address)

